

Organization Name: Yellowstone Country Montana Inc

**Approved Audits/Apps
Committee**

Project Name: FY 08/09 Multi-Media Campaign—Ride Guide

7/31/08

Application Completed by: Robin Hoover

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Yellowstone Country Montana Inc requests final approval for the **FY 08/09 Multi-Media Campaign, which received preliminary approval at the June TAC meeting.** Please see project details outlined below and attached budget sheet.

Through the following proposed Ride Guide TV partnership, YELLOWSTONE COUNTRY MONTANA will be featured within one episode of “Ride Guide SNOW TV 2009”, to be broadcast throughout Ride Guide’s worldwide network of broadcasters, including; CanWest Canadian Networks (GLOBAL TV, Men TV and X-Treme Sports), The Ski Channel USA, Extreme Sports Channel in Europe/Middle East, Fox Fuel TV in Australia, Joost.Com, Freeski.Com, SBC Skier.Com and TravellersTV.Com:

Within the US market specifically, the Ride Guide Montana episode will be distributed through The Ski Channel, a free Video On Demand channel launching into an estimated 20 million households in Fall 2008. The Ride Guide Montana episode would be available for viewing for a minimum of 21 days, 24 hours per day.

Within the Canadian market, the Ride Guide Montana episode would be broadcast on the CanWest network, including Global TV (minimum one broadcast), and Xtreme Sports (minimum 12 broadcasts).

On-Line, the Ride Guide Montana episode will be distributed to Joost.Com and Dose.Ca, and the Ride Guide Montana episode will continually available to view for a minimum time period of 12 weeks.

The Yellowstone Country episode will be shot during winter 2009, with exact timing based on the best snow conditions possible. The episode will be edited approximately 60 days from the date of shooting. The episode will be on TV for three years in all the markets. Our estimates are that this one episode will air a minimum of 100 occasions over the duration of all the broadcast licences. The Montana episode will stay up on-line for a minimum of three months on each on-line distributor, up to 12 months in some cases.

RIDE GUIDE YELLOWSTONE COUNTRY MONTANA EPISODE :

- 1 X 5:00 min segment – Big Sky
- 1 X 5:00 min segment – Moonlight Basin
- 1 X 5:00 min segment – Bridger Bowl
- 1 X 5:00 min segment – Red Lodge
- 2 x 2:00 min segment – Yellowstone National Park

YELLOWSTONE COUNTRY MONTANA SEGMENT RIGHTS:

Yellowstone Country Montana would be provided with DVD copies of the Yellowstone Country Montana episode/segments, for promotional purposes such as web-site, ski show presentations and consumer giveaways.

STOCK FOOTAGE:

Yellowstone Country Montana would be provided with HD stock footage (approx 30-45 minutes) for promotional purposes, to be delivered by April 2009.

YELLOWSTONE COUNTRY MONTANA BRANDING-CLOSING CREDITS:

Yellowstone Country Montana branding (logo and voice over) within the Ride Guide SNOW TV 2009 episode.

YELLOWSTONE COUNTRY MONTANA WEB-SITE:

Yellowstone Country Montana to be provided with Ride Guide segments for the Yellowstone Country Montana web-site.

RIDE GUIDE WEB-SITE:

Yellowstone Country Montana banner ads and News Items on www.rideguide.ca website.

PARTNERSHIP COSTS:

\$20,000 partnership fee

1. Accommodations for 4 person crew for each day of shooting at Yellowstone Country Montana locations.
2. Lift Tickets For Crew

This is an excellent way to reach specific segments of our target markets. Yellowstone Country target markets identified in our annual marketing plan are the same as those identified as strong feeder markets for the State for this project.

Develop Objectives

NOTE: Although several of the projects implemented in FY 08 and FY 09 have not been done previously by any of the regions, such as this Ride Guide project and the Denver airport campaigns, the YCMI strategic planning team has made a strong commitment to identifying and developing new advertising projects that will allow us to reach an outdoor-activity based market segment, which comprises the majority of visitors to the region. We look forward to the evaluation process to help us determine the success of the new direction we are taking in our promotional efforts.

- To generate qualified leads for increasing visitation to the tourism region by continuing to advertise Yellowstone Country through media outlets that reach our target markets.
- Continue to build and maintain cost-sharing partnerships that help to leverage our existing promotion budget.

Identify the portions of your marketing plan, which support this project.

- Attract new tourism dollars into the region
- Encourage visitors to stay longer while visiting Yellowstone Country
- Maximize efficiency of dollars spent to promote tourism through a cohesive effort: promoting our vertical markets (such as fly fishing, golf, and skiing) with the focus on family, mature travelers and travel related industries
- Market Yellowstone Country as a year-round vacation destination

Does this project support the Strategic Plan? Yes No If so, describe how.

- Goal 1: Increase Four-season Tourism Revenues Statewide Through
Effective Marketing & Promotions, Focusing on the High-Value, Low-
Impact Visitors.

Detail pages attached Yes No

Budget page must be attached for approval.

YELLOWSTONE COUNTRY JOINT VENTURES FUNDS BUDGET

Travel Montana msn.ca
Canadian campaign

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Production Management/Traffic	\$1100.00	+	\$0	=	\$1100.00
	\$0.00	+	\$0	=	\$0.00
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,100.00		\$0		\$1,100.00
MARKETING/ADVERTISING:					
Ride Guide Partnership Fee	\$20,000.00	+	\$0	=	\$20,000.00
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$20,000.00		\$0		\$20,000.00
TRAVEL:					
Lodging 4-man crew for 12 days	\$4,800.00	+	\$0	=	\$4,800.00
TOTAL	\$4,800.00		\$4,800.00		\$4,800.00
OTHER:					
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
	\$0	+	\$0	=	
TOTAL					
REGION/CVB	PROJECT				
TOTAL		\$25,900.00	+	\$0	\$25,900.00